

Bonobos

Bonobos is a clothing company that sells well-tailored, fashionable clothing to men who hate to shop in retail stores. They provide perfectly fitted pants in colorful styles without a pricey retail markup.

Objective

Bonobos positioned itself to reach specific target markets through highly relevant marketing in order to gain new customers and to sell out of particular styles.

Solution

The breadth of targeting abilities and the ability to develop campaigns at any time of the day resulted in more control over ad development and optimization. The Facebook Ad system provided Bonobos the ability to launch their ads in a timely manner capitalizing on timely offers. These solutions paired with the Insights tool resulted in the ability to hone ad effectiveness and increase CTRs.



“Facebook is so economically compelling that we can’t ignore it. This was five minutes of our time, and we sold through these very specific pants for which we otherwise would have had a hard time selling to the right audience.”

— Andy Dunn, CEO

Results

Facebook’s Ads and the Insights tool increased the effectiveness of Bonobos’ advertisements by substantially improving their CTRs.

- At the peak of Bonobos’ marketing campaign on Facebook, 10% of their site traffic was driven by Facebook.
- Microtargeted campaigns resulted in Bonobos selling out of specific pant styles.